



ŠKODA
SIMPLY CLEVER

ŠKODA Press Conference

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Speech by Bernhard Maier

ŠKODA AUTO CEO

Ni Hao, dobrý den and good morning
Ladies and Gentlemen,
dear guests,

This is the KLEMENT: Our unique smart mobility device or let's simply call it crossover. It combines all the advantages of an e-scooter, an e-bike and an e-motorbike and fits perfectly to megacities like Shanghai:

- It is fully electric with a maximum speed of 45 km/h and a range of over 60 kilometres including recuperation.
- It is fully connected, featuring seamless smartphone integration with inductive charging and over-the-air updates.
- And – of course – it is fully packed with many simply clever ideas like cruise control, hill-hold function or even heated seat and handles.

And Ladies and gentlemen,
the KLEMENT represents very well what ŠKODA has at its core:

‘Driven by inventiveness – clever ideas since 1895’.

It's exactly this mindset that we are approaching our target picture that we defined as part of our Strategy 2025:

‘ŠKODA is the ‘Simply Clever’ company for best mobility solutions’.

Last year, we made good progress along that way:

For us, 2018 was very successful – despite all geopolitical and world economic challenges. We managed to increase our worldwide sales and revenues once again and reached new records. With this strong base, we are able to invest in the long-term future of our company.

And we are not resting on our laurels, because we all know:

2019 will be a decisive year for the entire automotive industry – the often-discussed transformation process is now taking place and is gaining more and more momentum.

And at ŠKODA, we are using this momentum to consistently pursue the implementation of our Strategy 2025:

That means: From today until the end of 2022, we will be bringing out more than 30 new models. With that, ŠKODA has the potential to increase sales from the current 1.25 million vehicles per year to two million by the middle of the next decade. This means we are evolving from being a straightforward volume manufacturer into a true global player.

And China remains an important cornerstone for us:

Here, last year, we increased our sales by 4.9% to 341,000 cars. In other words: One in every four SKODAs was delivered to a customer in China. We even outperformed the overall market that – as you all know – had decreased for the first time since the 90s.

At this point, I would like to thank all of our highly esteemed Chinese customers very much for their trust in our products and their loyalty to our brand: Xièxiè!

Another success factor is the long-standing and faithful collaboration with our Chinese colleagues from SAIC Volkswagen.

Partner and customers form our big SKODA family together with the company's over 39,000 employees. This indeed is a very precious and unique asset we have.

The base for our success in China are of course our products. And with that our SUV campaign, which made a significant contribution to our positive results.

It's now a strong motivation for the whole SKODA team to continue our success story. And this is exactly what we are doing:

We are investing over 15 billion RMB within the next years with our joint venture partner SAIC Volkswagen to strengthen our position further. Our next milestone: To gain an overall market share of more than 2%.

In a nutshell: We are and will continue to be firmly committed to the Chinese market and its customers. Our brand proposition for China is crystal clear: To deliver clever solutions for a better life.

And it's not only new cars, but also new mobility services:

This is the reason we have established the SKODA AUTO DigiLab China as a new innovation centre where exceptionally talented young colleagues work on the future of mobility with the vibrant start-up community.

Ladies and Gentlemen,

The digital transformation is a central component of our strategy:

We make the car the "perfect third place" in the upcoming years – besides office and home. All our new models make huge steps in this direction thanks to state-of-the-art connectivity.

Over the next four years, we will be investing two billion euros in alternative drive technologies and new mobility services alone. An important part of course will be going into electromobility:

By the end of 2022, we will have more than ten partially or fully electric models in the program.

So, we bring e-mobility, when it's really 'Simply Clever'.

With

- long driving ranges,
- short charging times,
- and accessible prices.

Our goal is to excite as many customers as possible – especially here in China, the lead-market for e-mobility.

And how do we do this? With inspiring products!

Ladies and gentlemen, roll the film!

Ladies and gentlemen,

the ŠKODA VISION iV!

Like all of our VISION models, it points to the near future. In other words, we will be introducing the European production version as early as next year. And with our colleagues from SAIC Volkswagen we are defining the right time for the Chinese market entry.

The first prototype is already complete and I have taken it for some spins. And I can tell you: It is so fascinating - this car will inspire you, too!

And: It perfectly matches to our brand and product values:

- The great value-for-money,
- the ingenious room concept,
- and a lot of simply clever ideas.

All packaged in a characterful, emotional and timeless design and with state-of-the-art connectivity.

Ladies and gentlemen,

As you can see, at ŠKODA we are shaping the future of individual mobility with a lot of courage, fresh ideas and genuine passion!

And you can really feel this passion if you talk to the ŠKODA team: We are looking forward to getting in touch with you here in Shanghai, we wish you all an exciting motor show!

Xièxiè, thank you!
